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Message Text

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ACTION MMO-02

INFO OCT-01 EUR-12 ISO-00 EB-08 SS-15 SP-02 PER-01
ABF-01 A-01 H-01 /044 W
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R 181517Z AUG 78
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 9286

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FOR EUR/NE FUNSETH FROM AMBASSADOR BREWSTER

E.O. 11652: N/A
TAGS: AODE, USTS, UK
SUBJECT: MODE - PROPOSAL TO CLOSE USTS OFFICE
LONDON: CONGRESSIONAL INTEREST

REF: STATE 209829

1. ALL THIS TIME I HAVE UNJUSTLY MALIGNED YOU FOR NOT FORWARDING THE COMMERCE REBUTTAL TO THE TRAVEL SERVICE MODE RECOMMENDATION. IT NOW TURNS OUT THAT THE SNAFU WAS ALL RIGHT HERE IN THIS MISSION. THE PAPER WAS WRONGLY ROUTED, UNRESPONSIVELY RECEIVED IN THE OFFICE TO WHICH IT WAS SENT. THANKS TO YOUR RECENT CABLE IT HAS NOW BEEN TRACKED DOWN. MANY APOLOGIES. DO CONVEY MY APOLOGIES TO BEN READ, GEORGE VEST AND THE SEVERAL OTHERS WHO MUST HAVE WONDERED AT MY REPEATED ASSERTION THAT I HAD NEVER RECEIVED THE COMMERCE BRIEF.

2. THIS ALL SAID WITH FEELING, I AM NOT MOVED BY THE COMMERCE DEPARTMENT'S ARGUMENT. INDEED EVERYTHING THAT HAS HAPPENED SINCE THE RECOMMENDATION WAS FIRST MADE UNDERSCORES ITS REASONS. AMERICA IS NOT A STRANGE LAND TO THE BRITISH. WE SHOULD NOT WASTE
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MONEY BY PERPETUATING A TRAVEL PROMOTION EFFORT WHICH IS APPROPRIATE ONLY FOR THOSE WHO DO NOT HAVE THE PERSONAL AS WELL AS LINGUISTIC FAMILIARITY WITH THE USA AND COMMERCIAL TRAVEL MATERIALS. THIS SPECIAL SITUATION IS UNIQUE TO THE BRITISH AND THE CANADIANS.

3. WHETHER THE MILLION PLUS DOLLARS SAVED BY

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CLOSING DOWN LONDON SHOULD BE RETAINED TO BEEF UP TRAVEL PROMOTION ELSEWHERE IS NOT FOR ME TO RECOMMEND. AS FAR AS LONDON IS CONCERNED IT IS A COMPLETE WASTE, NOT BECAUSE BRITISH TRAVEL IN THE U. S. IS UNIMPORTANT, BUT BECAUSE IT IS SO WELL SERVED BY PRIVATE INITIATIVES, INCLUDING THE INITIATIVE OF THE TRAVELER.

4. OBVIOUSLY THE VOLUME OF TRAVEL BETWEEN THE U.S. AND U.K. TELLS NOTHING ABOUT THE TRAVEL INDUCED OR CAUSED BY THE TRAVEL SERVICE. THAT IS IMPOSSIBLE TO MEASURE QUANTITATIVELY. ALL THAT CAN BE SAFELY SURMISED IS THAT THE HUGE INCREASE IN ATLANTIC TRAVEL ATTRIBUTABLE TO LAKER AND LAKER-INDUCED FARE REDUC-TIONS HAS SPREAD THE U.S. WORD AND THE U.S. EXPERIENCE EVEN FURTHER. SO U.S. GOVERNMENT PROMOTION IS EVEN LESS NECESSARY NOW THAN IT WAS IN THE PRE-LAKER DAYS. HOPEFULLY THIS WILL SPREAD NOW THAT LOW FARE SERVICE REACHES INLAND AND WEST COAST CITIES.

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